

Can You Segment These Markets?

In the "Market Segmentation" column, place the type(s) of market segmentation (DEMOGRAPHIC, GEOGRAPHIC, GEODEMOGRAPHIC, PSYCHOGRAPHIC, OR BEHAVIORIAL) that corresponds to the consumer identified in the left column. Identify the specific of segmentation, if possible, in the "Specific Form of Segmentation" column. A couple have been done for you to demonstrate the objective.

| CONSUMER | MARKET SEGMENTATION | SPECIFIC FORM OF SEGMENTATION |
|-----------------|---------------------------|--|
| Smoker | Behavioral | Usage Rate |
| Teenager | | |
| Rich Man | | |
| Eskimo | | |
| Cheerleader | Psychographic, Behavioral | Personality, Interest, Occasion Response |
| Bride | | |
| Senior Citizen | | |
| Professor | | |
| Bank President | | |
| Secretary | | |
| Bus Driver | | |
| Farmer | | |
| Repeat Shopper | | |
| Football Player | | |
| Teacher | | |